

## **ARIAS SOCIETY**

Assam Rural Infrastructure and Agricultural Services Society

(An Autonomous Body under Govt. of Assam)

Project Coordination Unit (PCU) of the World Bank financed

**Assam Agribusiness and Rural Transformation Project (APART)**

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### **Draft Revised TERMS OF REFERENCE (TOR) For Hiring of Consultancy Services for IEC Campaign**

#### **(A) BACKGROUND**

1. The Government of Assam (GoA) through Government of India (GoI) has received a loan from the World Bank (WB) for implementation of Assam Agribusiness and Rural Transformation Project (APART). Assam Rural Infrastructure and Agricultural Services (ARIAS) Society is the Project Co-ordination Unit (PCU) for the project. The project will be implemented by eight line departments of GoA including their directorates/agencies/ Commissionerates. The proposed Project Development Objective (PDO) is to “add value and improve resilience of selected agriculture value chains, focusing on smallholder farmers and agro-entrepreneurs in targeted districts of Assam”. The project will adopt a value chain and cluster based approach to achieve the targeted objectives. Expected duration of the project is for seven years.
2. The project would support value addition in production and post-harvest segments of selected agriculture value chains, stimulate establishment of new small and medium agri-enterprises; facilitate agribusiness investments through inclusive business models that provide opportunities to small holder farmers to actively participate in the value chains, and support resilience of agriculture production systems in order to better manage increasing production and commercial risks associated with climate change in the targeted districts. The project would adopt a cluster strategy within the targeted value chains, to generate economies of scale, promote vertical and horizontal links between local agricultural enterprises, enable diffusion of innovations, leverage network externalities, and channelize public support for services and infrastructure. By adopting a cluster approach, the project would enable all the value chain participants to develop competitive and innovative products that meet market demands rapidly and successfully. By simultaneously intervening along multiple dimensions of the growth nexus (business environment, key infrastructure, access to basic services, local governance), the project aims to remove key constraints to business development and strengthen the platform for growth in agriculture and allied sectors.
3. A key project thrust will be on enhancing agglomeration of producers to improve economies of scale in producing, processing and marketing of agricultural produce. The project will support agriculture and livestock productivity (including value and incomes) enhancement through essential technology transfer in production and improved post-harvest and market operations and also explore and pilot possible financing modalities to support entrepreneurship and agri-business. APART will leverage the natural resource advantages of the state as well as improve the investment climate and in particular, focus will be on processed food, agribusiness, logistics and infrastructure and MSME finance and insurance.
4. There are four components of the project: **The first component is Enabling Agri-Enterprise Development**, with sub components being (i) Enhancing state capacity to attract private investments, (ii) Setting up Enterprise Development and Promotion Facility (EDPF) (iii) Agribusiness Investment Fund Support (iv) Establishing Stewardship Councils. **The second component is Facilitating Agro Cluster Development** with sub-components being- (i) Support establishment of cluster level Industry Associations (IAs), (ii) Supply Chain Support: rehabilitation of access roads, warehouse & warehouse receipts development, upgradation & modernization of agricultural wholesale markets. **The third component is Fostering Market-led Production and Resilience Enhancement** with sub components being (i) promoting climate resilient technologies and their adoption (ii) Facilitating market linkages through market intelligence & product aggregation (iii) Facilitating access to and responsible use of financial services. **The fourth component is Project Management, Monitoring and Learning** with sub components being (i) Institutional Strengthening, ICT (iii) Project Management, MIS and M&E.
5. The Key Project Indicators (KPIs) are:
  - a) Farmers reached with agricultural assets or services (number), of which female (percentage);
  - b) Value add measured by:

- i) Increase in price premium of commodities sold by beneficiaries in the selected value chains;
    - ii) Share of selected commodities sold through new marketing channels.
  - c) Resilience measured by: Farmers adopting improved agricultural technology (gender disaggregated).
6. **Project approach:** The **16 (sixteen) targeted project districts** (undivided as of 1<sup>st</sup> April, 2016) are Nagaon, Sonitpur, Barpeta, Karbi Anglong, Kamrup, Dhubri, Golaghat, Kokrajhar, Lakhimpur, Darrang, Cachar, Sivasagar, Jorhat, Goalpara, Morigaon and Nalbari. The **prioritized commodity value chains** are : (i) Fruits and vegetables (tomato, cabbage, cauliflower, brinjal, pumpkin, banana, potato); (ii) Livestock and Fisheries (pork, milk, fish); (iii) Pulses (lentil, pea, black gram); (iv) Spices and Condiments (ginger, turmeric, mustard); (v) Cereals (rice, maize); and (vi) Specialty products (*muga, eri* silk). The implementing agencies of the project include Department of Industries and Commerce; Agriculture; Fisheries; Animal Husbandry and Veterinary; Cooperation; Public Works Roads; Handloom, Textiles and Sericulture; Panchayat and Rural Development and Assam Agricultural University. The project has a target of forming approx. 100 nos. of Farmer Producer Organisation (FPOs) out of which 43 will be on agriculture and horticulture value chains, 13 on fishery, 38 on pork sector and 5 on handloom & textile sector. Approx. 1700 (both registered and unregistered) enterprises are expected to be covered forming approx. 17 Industry Associations at the enterprise cluster level across the project Districts.
  7. **Project Beneficiaries:** Targeted project beneficiaries include farmers, farmer producer organizations, and entrepreneurs, especially in the MSME segment in the targeted districts. It is estimated that about 500,000 farming households will be directly benefitted from the project activities. Indirect beneficiaries will include those who benefit from technologies demonstrated by the project, farmers whose produce moves through rehabilitated markets, and farmers accessing negotiable warehouse receipt financing, etc. The project will promote gender mainstreaming and women's empowerment to ensure that a significant proportion of project beneficiaries include women. Measures will be taken in terms of awareness generation, capacity building and empowerment for facilitating women participation in farmer producer organization, value chain development and cluster development. The project will promote entrepreneurial development through training, skill development and market linkages with specific focus on women led enterprises and support participation of women in the decision making structure of farmer producer organizations. Staff of the participating line departments and autonomous institutions will be among indirect beneficiaries of technical and institutional capacity building interventions under the project.
  8. **Context of the IEC Campaign:** The IEC Campaign is aimed to create awareness about the project and bring about behavioural changes at the individual level of farmers and agri-entrepreneurs – the primary beneficiaries of the project and secondary beneficiaries such as market actors, traders and other stakeholders in terms of promoting agribusiness and bringing about rural transformation with respect to agriculture production. Evidences show various challenges and bottlenecks in relation to diversification of agriculture production and agri-business in the state of Assam at the individual level, community level and at various levels of stakeholders. Hence, evidence based IEC Campaign needs to be designed to bring about changes at various levels for improving production technology and creating agri-business opportunities of the selected value chains under the project. The IEC Campaign is expected to bring about changes in behaviour, perception and attitude related to market-led production, improved marketing system, agri-entrepreneurship as well as participation of women. Hence, the Campaign would also include Citizen Engagement and Behaviour Change Communication components. The project will measure the performance of the agency based on the output indicators as mentioned below. The output indicators are linked with the expected outcome of the project related with the changes at the individual level, community level and multi-stakeholder level. The expected outcome of the campaign will be tracked through M&E system of the project. In addition to this, project will review the effectiveness of the IEC Campaign based on the indicators of the Results Framework of the project.
  9. **Broad thematic areas for IEC Campaign:** The IEC Campaign is expected to include but not limited to the following: Awareness campaign on the project and sector value chains; Awareness generation among farmers on trading through markets and warehouses; Designing and developing publicity material for PCU and Implementing agencies based on project activities; Awareness program for implementing agencies; Risk communication for livestock value chain and consumer awareness campaign on food safety for livestock value chain.
  10. **Implementation arrangement:** The consultant agency will conduct the IEC activities in 16 undivided project districts of Assam in co-ordination with the ARIAS Society and the implementing agencies of the project. As the project will be implemented through cluster based approach, therefore, specific focus, based on the

project interventions of the implementing agencies to be given in the production and enterprise clusters identified under the project. The IEC activities will consider the sectoral value chains and promote the inclusion of women and indigenous people in the value chain activities. The implementation arrangement of the IEC activities should be in compliance with the safeguard documents designed under the project.

11. **Review Mechanism:** The ARIAS Society will review the performance of the agency on quarterly basis and also as & when felt necessary, wherein at least two key experts (including the Team Leader) will have to remain present. The Public Information cum Communication Specialist (PICS) of the PCU will undertake day-to-day co-ordination and monitoring of the IEC assignment. The Nodal Officer for Social Safeguard of the implementing agencies is responsible for monitoring the operations of the IEC agency related to the IEC of the implementing agencies. The District Level Co-ordination Committee (DLCC) through District Social Sector Coordinator (DSSC) is responsible for reviewing the overall operations of the IEC agency in the project districts on a monthly basis as per the plan and feedback from the state level implementing agencies as well as from ARIAS Society. A representative from the consultant agency must be present in the monthly meetings of the DLCC. Monthly reports will be submitted to the DLCC which would be further forwarded to ARIAS Society with necessary comments. Monthly reports are to be reviewed at the state level by ARIAS Society along with the implementing agencies for release of payments as described below. Quarterly review will be based on the monthly reports, quarterly reports, feedback of the project implementing agencies, DLCC, Service Providers, etc. and achievements against the approved IEC plan. In addition, the SPD will review the performance of the Consultant agency bi-annually on the basis of expected outcomes in line with the results framework of the project wherein the team leader has to compulsorily remain present.

#### **(B) OBJECTIVE OF THE ASSIGNMENT**

12. The objective of the consultancy services is to -
  - a) Effectively disseminate information about the project to multiple stakeholders that provides equal opportunity for stakeholders to partner and access benefits from the project,
  - b) Facilitate informed decision making processes that promotes behavioral shift to adopt Climate Resilient practices for higher returns;
  - c) Bring behavioral changes in the individual level of farmers and agri-entrepreneurs;
  - d) To develop citizen engagement for the primary beneficiaries of the project and secondary beneficiaries such as market actors, traders and other stakeholders in terms of promoting agribusiness and bringing about rural transformation with respect to agriculture production.
  - e) To undertake publicity activities in the states and countries neighboring Assam about potential marketing opportunities for APART commodities, as stated in para 6 above;

The consultant agency has to work closely with the consultants/agency/agencies identified (Services Providers) for social mobilization, collaboration and empowerment of communities and consult with them to seek opinions/feedbacks to engage the communities better, as well as to orient/involve the NGOs/CBOs/local resources active in the project districts.

#### **(C) SCOPE OF WORK & TASKS TO BE PERFORMED**

13. The specific tasks related to the consultancy assignment are:
  - a) **Mapping of stakeholders:** Map all stakeholders for stakeholder analysis including their roles and responsibilities to develop a comprehensive communication strategy to address the information needs for the diverse group of stakeholders including a road map to roll out the strategy using print and electronic means that is culturally compatible.
  - b) **Conduct Communication Needs Assessment (CNA):** To understand the knowledge base and needs of potential target beneficiaries and those engaged in enhancing the competitiveness of APART agri value chains. Assess the means of and content of communication that influences adoption of practices. Assessment can be done through review of the existing documents, reports, studies, etc. conducted during the project preparation and discussion with the implementing agencies. Reference can also be taken from the baseline study of the project M&E and of the Service Providers.
  - c) **IEC strategy:** Based on the assessment, develop a comprehensive communication strategy to articulate the approaches for communicating core messages of the project covering all the

components. Identify the suitable medium to be used for different target audience as appropriate that helps to customize the key messages for information dissemination and facilitates informed decision making. In addition, consistent with the provisions of the Right to Information Act, the strategy will include:

- i) Advocacy strategy to sensitize state and district level policy and decision makers, key influencers towards building/reinforcing and enabling environment for the project implementation.
  - ii) Communication strategy for various potential target groups in compliance with Social Management Framework of the project.
  - iii) Strategy for publicity activities in the states and the countries neighbouring Assam
  - iv) Capacity building strategy for key functionaries and beneficiaries at all levels based on needs assessment.
  - v) Reporting formats with indicators to monitor whether the objectives of communication are being met.
- d) **IEC implementation plan:** The Strategy will be rolled out during the course of project implementation. Prepare an action plan to design and develop the “content of messages” for each group of stakeholders that will depend on the medium to be used for communication and include a calendar of events to deliver the plan. Identify and document good practices, develop opinion pieces, blogs to promote knowledge exchange and design and host the web-page. Firm up workshops, seminars, etc for different stakeholders. Include plan for procurement of IEC material required for training and capacity building, production of radio and TV ads, programs, interviews, purchasing of air time on radio and /or TV, production of posters, etc. Include in the plan to buy media space at the best possible package rates and specifics on how many days a week, duration, and selection of time that will maximise impact.

**Note:** The firm needs to ensure that the total cost of acquiring various media platforms is less than or equal to the rates approved by DIPR (Directorate of Information and Public Relations) Assam.

- e) **Develop and pre-test appropriate messages, tools and materials:** This will include following activities:
- i) Design key messages to inform and educate the community in the project area, about the project benefits, service provisions, process of availing the services, details of the line departments and mechanism of grievance redressal & citizen feedback.
  - ii) Undertake pre-testing of the communication messages and tool-sets across all targeted communities to assess the efficacy of the messages and tool-sets, and wherever required refine/adapt the message content to finalize the messages and their methods of delivery. Accordingly create customized communication materials to carry these messages to all sections of the society, with special emphasis of strengthening outreach to indigenous people and women.
  - iii) Develop advocacy kits for policy and decision makers and various key influencers.
  - iv) Design IEC skill development modules for trainers and trainees (Service Providers, Support Organizations, Farmer Producer Organizations, Industrial Associations, etc.).
  - v) Deploy innovative communication tool-sets to disseminate the outreach messages in easy language to understand format across mainstream, mid media and interpersonal communication channels.
  - vi) Materials for different media/target audiences, information card, infotainment scripts, TV/radio spots, illustrative leaflets, posters and other materials. Subsequently, all messages, tools and materials to be pre-tested according to agreed protocol. The messages, tools and materials may need to be modified/improved periodically based on review/monitoring reports.
- f) **Production of material:** The strategy and action plan to be used should be for bulk production of material, both print and electronic. These will include articles, stories, features, interviews across print, TV and online media, posters, brochures, theatre performances such as Mass media – development of TV commercials, radio spots, print media, outdoor media and social media

components, posters, banners, billboards, wall-paintings, display screens (mobile & static), bus panels, bus shelter graphics, etc. In addition support interpersonal communication to include interactive community presentations, involving flyers, group meetings with stakeholders, drama & street plays, traditional art-forms such as folk music & dance, voice-based messaging through mobile phones and other relevant methods.

- g) **Implementation of approved IEC plan:** Implement and manage all IEC activities as in the implementation plan approved by the PCU, ARIAS Society through personnel and other agencies engaged for implementation. This plan needs to synchronize the actions of the implementing agencies at the state, district and sub-district levels. While implementing the activities, the consultant agency must ensure proper co-ordination with the consultant agency hired by PCU as Service Providers and adhere to the strategies laid down in the Social Management Framework (SMF) of the project. Various mass media and mid media platforms and interpersonal communication channels for implementation of IEC plan may be utilized.
- h) **Capacity Building through training/orientation:** Build capacities of state/district/block implementing units/Farmer Producer Organizations/Industrial Associations to plan, develop, implement and manage IEC activities through structured training/orientation sessions. This will build the capacities of the above mentioned institutions in further carrying out the IEC activities to bring about desired change to achieve the institutional objectives. Training and orientation will be through involvement of the above institutions in the IEC activities conducted by the consultants using the tools designed for the project without any resource implications. Above institutions must be aware of the objective and type of IEC activities conducted in project districts. All the stakeholders of the project should be aware of the objective and IEC activities, messages, materials and tools utilized in the IEC Campaign. Besides, based on the findings of the CNA, the consultant agency may propose limited number of meetings, trainings and orientations, if required maximum for the state level. The consultant agency may also piggy back on some of the project activities for capacity building and orientation without any additional resources involvement.
- i) **Develop reporting formats for the IEC activities:** Develop simple and effective reporting formats in accordance with the project M&E framework and SMF to monitor the quantity, quality and effectiveness of messages, tools and materials for constant improvement. Design the reporting formats and monitoring indicators in line with the output indicators for the assignment. Submit monthly, quarterly and annual progress reports on all activities completed, ongoing, planned including capacity building workshops/trainings, etc. as per the reporting mechanism mentioned above. An analysis of media coverage will be part of the monthly monitoring report, tracking all media for coverage of their outreach efforts.
- j) **Citizen Engagement:** Develop and execute effective citizen engagement activities in the form of focus group discussion, consultations etc. Such sustained engagement can bring about change in behavioural pattern of the targeted audience. This approach also gives the audience a stake in the decision making process. Specific Citizen Engagement activities can be designed and executed in all the targeted 16 project implementation districts

**(D) OUTPUT AND EXPECTED OUTCOME OF THE CAMPAIGN**

14. Following are the output and expected outcome of the IEC Campaign:

Sl	IEC Message/Input	Stakeholder	Output Target (Min)	Expected outcome
<b>APART Overall/General</b>				
1	Awareness about the project	Direct and indirect beneficiaries	At least 50% of households in the project village has the information about the project.	Facilitate mobilization of project beneficiaries.
2	Awareness on gender mainstreaming in value chain	Female population of the project district	At least 50% of the adult female population in the project village participate in the project interventions covering the villages.	Improved inclusion and participation of women in the project activities.
3	Awareness on Integrated Pest Management (IPM)	Farmers, FPOs, Traders & other market functionaries	Atleast 50% of the adult population in the project village can share about the importance of IPM and banned pesticides.	Compliance with environmental Safeguard requirement

Sl	IEC Message/Input	Stakeholder	Output Target (Min)	Expected outcome
4	Awareness on Grievance Redressal Mechanism (GRM) of the project	Direct and indirect beneficiaries	Atleast 80% of the project beneficiaries can share about the Grievance Redressal Officer (GRO) and the mode of submitting grievances.	Facilitate implementation of Right to Information Act.
<b>Sub-components</b>				
A-1	Awareness creation on sub-sectors of Agribusiness having potential for investments	DICC staff (GMs)	Each DICC GM & OPIU Industry & Commerce (I&C) staff should be able to list at least 3 potential sub-sectors for agribusiness investments	Increased knowledge level of DICC & OPIU I&C Staff on investment potential sub-sectors of Agribusiness, hence better prospects of investment targeting & aftercare services
A-2	i) Dissemination of services being provided by EDPF	Agri MSMEs	At least 1500 agri entrepreneurs should be able to identify atleast six services being provided by EDPF	Better understanding of agri entrepreneurs about the the services offered by EDPF
	ii) Encouraging agri entrepreneurs to avail the services provided by EDPF	Agri MSMEs	At least 750 agri entrepreneurs should be willing to avail the services of EDPF	Better agri entrepreneurship ecosystem.
A-3	i) Awareness creation about existence of Agribusiness Investment Fund under APART	Agri SMEs	At least 30 Agri SMEs are aware about the AIF	Better pool (pipeline/ deal-flow) of investee companies for AIF
	ii) Awareness to potential investee companies on broad eligibility criteria for funding support from AIF	Agri SMEs	At least 20 Agri SMEs are aware about the broad eligibility criteria for funding support from AIF	Better pitching/ proposals by potential investee companies to AIF
A-4	i) Awareness about Stewardship Council	Entrepreneurs in select agri value chains	At least 800 agri entrepreneurs should be aware about the existence of Stewardship Council	Sufficient/ enhanced membership of council by enterprises in specific value
	ii) Awareness on value chains in which the Stewardship Council (SC) works & major activities	Entrepreneurs in select agri value chains	At least 400 agri entrepreneurs should be able to tell min 2 Value Chains (VC) in which SC is working and at least two major activities	Better value chain specific policy framework in agribusiness value chains and enhanced uptake of stewardship council grants
B-1	i) Awareness about CDTA under APART	MSMEs in enterprise clusters	At least 2000 MSMEs in enterprise clusters should be aware about CDTA	Enhanced enrolment in Industry Associations
	ii) Awareness on support services provided by CDTA/ Activities of CDTA	MSMEs in enterprise clusters	At least 1000 MSMEs in enterprise clusters are aware of the support services of CDTA	Effective Industry Associations and increased quantum of joint actions taken by IA members, high quality Agro Industrial Development Plans (AIDPs) from IAs. Enhanced uptake of IA grants for common facilities/ common facility centres
B-2	i) Awareness regarding upgradation of rural access roads	Aggregators, traders, FPOs, processors	At least 10% of the targeted beneficiaries are aware about roads upgraded in their cluster	Increased traffic density on improved roads/ enhanced road usage
	ii) Improved roads should be used for transportation of ag. Commodities	Aggregators, traders, FPOs, processors	Road usage frequency by beneficiaries increased to at least 1.5 times	Timely and damage free transportation of agri commodities from production clusters to markets/ warehouses/ enterprise clusters etc
	iii) Encouraging farmers/ FPO members/traders to store their non-	Farmers, FPOs, Traders	Increased occupancy - additional 30,000 MT space occupied	Enhanced warehouse occupancy & better realization to farmers/traders due to price advantage

Sl	IEC Message/Input	Stakeholder	Output Target (Min)	Expected outcome
	perishable produce in upgraded/modernized warehouses to get seasonal price advantage			
	iv) Awareness creation and encouraging farmers/ FPO members/traders etc to avail warehouse receipt financing from accredited and registered warehouses of ASWC	Farmers, FPOs, Traders	12500 eNWRs issued	Increased alternative financing to farmers
	v) Awareness on agri wholesale markets modernized/improved	Farmers, FPOs, Traders & other market functionaries	At least 50% of the targeted value chain beneficiaries are aware of improved/modernized market(s) within their cluster	Increased arrivals in improved/modernized markets
	vi) Farmers/FPOs to use improved/modernized markets to sell their produce	Farmers, FPOs, Aggregators	At least 12% of agri produce of farmers/FPOs should move through improved/modernized markets	Better price realization to farmers through alternative marketing channels and fair trading/transactions in markets
<b>C-1</b>	i) Awareness creation/sensitization about market-led, climate resilient production	Farmers	At least 6 lakh farmers (to be evaluated on sample basis) aware about the need & concept of market led, climate resilient production	Agri commodities produced are as per market standards/specifications (ensuring better market acceptability & price) & in climate resilient manner
	ii) Awareness on benefits (nutritional) and economics of pulses cultivation (lentil, pea & blackgram) post paddy crop	Rice farmers in pulse clusters	At least 50% of rice farmers in pulses clusters, should be able to identify the nutritional benefits and pulses & briefly the economics of their cultivation	Increased nutrition (pulse protein intake) and increased area under pulses post paddy season
	iii) Awareness on ill health effects of excessive pesticide usage on crops, IPM and its benefits	Vegetable (including pulses) and paddy farmers	At least 50% of vegetables(incl pulses) farmers should be able to explain in brief the need & major benefit of IPM	Low chemical production & availability of vegetables
	iv) Awareness regarding carbide ripened banana	Farmer, aggregators, traders, retailers	At least 50% of the banana value chain players should be able to articulate the ill effects of carbide ripened banana	Enhanced carbide free/ethylene ripened banana arrivals & sale in the market
	v) Awareness on primary handling of ginger & turmeric	Farmers, aggregators, traders	At least 50% ginger and turmeric value chain players should be able to communicate the need and benefits of primary handling	Better price realization for primary processed ginger and turmeric
	vi) Consumer Awareness on food safety and human health risks	Consumers/citizens in the project area	At least 50% of the citizens should be able to tell the health risks associated with unsafe food (to be evaluated on sample basis)	Increased sale of scientifically & hygienically slaughtered and retailed meat
	vii) Awareness among dairy farmers on necessity of vaccination against FMD & brucellosis	Dairy farmers	At least 50% of the targeted dairy farmers should be able to articulate the need for vaccination in animals	Reduced incidence of FMD and brucellosis in project areas

Sl	IEC Message/Input	Stakeholder	Output Target (Min)	Expected outcome
	viii) Awareness among fishery value chain players about better handling, hygiene and processing practices	Fishery value chain players	At least 50% of targeted fishery value chain players should be able to enumerate importance of better handling, hygiene and processing practices	Better benefits realizations by fishery value chain players and hygienic fish for sale and consumption
	ix) Awareness regarding banned fishes (breeding & culturing) and banned periods of fish capturing	Fish farmers and hatcheries	At least 50% of the targeted fish farmers and hatchery owners should be able to name the banned fishes for culturing & capturing and ban season for capturing the fishes	Better protection/survival of endangered fish species & restoration of critical fish populations through natural breeding
	x) Awareness in the states and the countries neighbouring to Assam about potential marketing opportunities for APART commodities	Citizens and business communities of the states and the countries neighbouring to Assam	At least one trade/industry association each from at least 2 (two) states and 2 (two) countries neighbouring to Assam has started trading on APART commodities.	Increased export to states and the countries neighbouring to Assam
C-2	Awareness on concepts of collectives and encouraging farmers to join CIGs & FPOs*	All targeted farmer beneficiaries	At least 40,000 farmers across value chains should be willing to join CIGs and FPOs	Enhanced enrolment of farmers in CIGs and FPOs, better bargaining power in input buying and sale of agri produce

**Notes:** (i) Campaign for silk worm growers and handloom weavers to be part of CIGs and FPOs will be covered here; The campaign on "hand woven in Assam" would be done outside the State and would be handled by the Department separately. (ii) Awareness creation on financial services like loans, insurance etc would be taken up by the service provider hired under sub-comp C-3 under the financial education and counseling module.

#### (E) CONSULTANCY PERIOD

15. The consultant's services shall commence **with effect from the date of signing of the contract agreement** for a period of thirty **six (36) months** with a provision for periodic performance reviews. ARIAS Society will monitor the performance of the consultant agency periodically and will have the right to foreclose the contract in case the performance of the consultant agency is not satisfactory according to the agreed scope of work and schedule for completion of various tasks.

#### (F) DELIVERABLES AND PAYMENT SCHEDULE

16. Following will be the deliverables and payment schedule:

Sl.	Deliverables	Timeline from the date signing of agreement	% of Payment of contract price (Cumulative)
1.	<b>Inception Report:</b> Clearly indicate the broad approach of the assignment especially for CNA as mentioned above. This will be discussed with PCU and the approach agreed upon. Payment will be made upon approval of the final report.	Submission by 1 <sup>st</sup> week	5%
2.	<b>Draft Communication Needs Assessment (CNA) Report:</b> Draft CNA report will be discussed in the PCU and agreed upon. Payment will be made upon approval of the final report.	Submission by 4 <sup>th</sup> week	5%
3.	<b>Draft IEC Strategy:</b> Based on the findings of the CNA, IEC Strategy will be designed for the project and submitted for discussion with the PCU. As described above, IEC Strategy to include the approach for IEC Campaign considering the objectives of the project, activities of the project and target beneficiaries. Strategy to also elaborate the pre-testing methodology of IEC messages, tools, materials, etc. and indicators for pre-testing. The draft IEC Strategy report upon approval by the PCU will be utilized for finalizing the IEC plan. Payment will be made upon approval of the final report.	Submission by 6 <sup>th</sup> week	5%
4.	<b>Draft IEC implementation plan:</b> Prepare evidence based IEC plan in line with the Project Implementation Plan and submit to PCU for approval of the plan. Payment will be made upon approval of the final IEC implementation plan.	Submission by 10 <sup>th</sup> week	5%



Sl.	Deliverables	Timeline from the date signing of agreement	% of Payment of contract price (Cumulative)
5.	<b>Create IEC messages, tools, materials, pre-test:</b> Prepare the IEC messages, tools, materials, etc. for approval by the PCU prior to pre-testing. Pre-test to be done on approval of the messages, tools, materials, etc. by the PCU based on the strategy designed for pre-testing. Payment will be made on approval of the revised pre-testing strategy and IEC messages, tools, materials, etc.	Submission by 12 <sup>th</sup> week	5%
6.	<b>Finalize and submit:</b> Submit the report of pre-testing based on the indicators designed for pre-testing. Do necessary changes in the IEC materials based on the results of pre-testing. Finalize the IEC materials in discussion with the PCU. Payment will be made after finalizing the IEC materials.	Submission by 18 <sup>th</sup> week	5%
7.	<b>Design monitoring indicators and reporting formats:</b> Reporting indicators to be designed considering the output indicators of the assignment, result framework indicators of the projects and in compliance with the indicators of the SMF. Above mentioned points in the ToR related to monitoring and reporting to be considered in designing the monitoring indicators and reporting formats. Payment will be made on approval of final monitoring indicators and reporting formats.	Submission by 20 <sup>th</sup> week	5%
8.	<b>Bi-annual review:</b> Thereafter, further payment will be released after six-monthly satisfactory review of the assignment based on the monitoring mechanism.	Tentative schedule for six-monthly review are – Dec.'18, June'19, Dec.'19 and June'20 and Dec.'20 (likely to be changed depending on signing of the contract date)	12% after each satisfactory implementation of the IEC activities based on the review and feedback.
9.	<b>Final report submission:</b> On submission of final consolidated assignment completion report.	On satisfactory outcome of the assignment.	5%

**Note:** Decision regarding approval/modification of reports would be given by ARIAS Society within working 15 days after submission.

#### **(G) REPORTING REQUIREMENTS**

17. The consultant would submit the reports/plans/documents as per schedule mentioned above. Comments of the ARIAS Society on the draft report based on discussions with the consultants would be given within 7 working days of its receipt. The consultant shall incorporate modifications as required in the draft report and submit the final report for approval within 15 working days from the first submission of draft report.
18. Reports are to be furnished in hard copies along with soft copies in PDF as well as in MS Office applications. Consultant will be required to make a power-point-presentation, indicating summary of activities, findings, recommendations, constraints, etc after submission of each report at mutually agreed time & date(s).
19. All soft and hard copies of documents (strategy, plans, reports, etc.), tools and materials developed and submitted by the consultant agency will be the property of PCU and the agency shall not have any have rights to copy, retain, reproduce, use the documents (strategy, plans, etc), reports, tools and materials for purposes unrelated to this assignment without written approval of the PCU. The consultant agency has to, not later than upon termination/foreclosure or expiration of the contract, deliver all soft and hard copies to the PCU, together with a detailed inventory thereof.

#### **(H) SERVICES TO BE PROVIDED BY THE CLIENT**

20. The Client would provide the consultant the following:
  - a) Project Appraisal Document (PAD) and Project Implementation Plan (PIP), Social Management Framework (SMF), Environment Management Framework (EMF), Indigenous Peoples Development Framework (IPF) etc.

- b) Facilitate access to relevant available data that is required to fulfil the tasks outlined in the ToR.
- c) Ensuring, where appropriate cooperation of concerned line departments/agencies for smooth conduct of the assignment.

**(I) INDICATIVE TARGET REQUIREMENTS OF IEC MATERIALS**

21. The requirements of IEC materials given below are only indicative. The consultant may propose his own estimates of the IEC materials required and accordingly the cost in the financial proposal, in order to achieve the objectives of the assignment including the outputs/Outcomes cited in para 14 above. The requirement of IEC materials shall be agreed with the client at the time of agreement signing and the Consultant shall be reimbursed the cost of agreed IEC materials.

a) **Creative design, preparation and installation of Hoardings at prime locations at state level, district level and block level offices of the implementing agencies in following languages: English and Hindi (for state), Assamese (for state, district and block level), Hindi (for selected districts), Bengali (in districts with majority population speaking Bengali), Bodo, Karbi (in Autonomous Council districts) in 16 project districts and 148 project blocks. 80 nos. of hoardings for state (HQ) level, 250 nos. for district (HQ) level @ 15 per district and 500 nos. for block level @ 3 per block. **Technical Specification of project Hoardings highlighting the thematic areas of the project:****

- i) Size of Hoarding: 5.50 m (width) X 3.65 m (height).
- ii) Requirement of Display Unit: Will stand on two round GI pipe of 50mm each and the height will be as per requirement. The hoarding will be supported by two MS iron angles (40mm X 40mm approx.) fixed on concrete basement as per requirement for support from the back side. Hoarding attached to the joist will be fixed to the ground on concrete basement of 1m (L) X 0.60m (B) X 1.2m (D).
- iii) Display Unit will be made up of Retro-reflector with aluminium sheet (2 mm) and which will get support of 5 angles fixed from back, entire structured will be painted with Red Oxide Primer coated with fine quality colour.
- iv) The bottom of the flex will be minimum 8ft. from the base level.
- v) The Consultant agency shall ensure display of the advertisement and maintain it during the contract period of three years. If any damage, torn out occurs due to natural calamity, the hoardings shall have to be repaired/ replaced by the firm immediately at their cost within a maximum period 15 days from the date of receipt of such information.
- vi) The hoarding will have to be repainted/ reprinted after 12 months of the installation.
- vii) The exact locations for installation of hoardings will have to be ascertained from the concerned local office.
- viii) In case, any defect is noticed/ reported, the same will have to be rectified immediately by the firm.

b) **Requirement of IEC Materials (in English, Hindi, Assamese, Bengali, Bodo, Karbi language):**

Items with Technical Specifications	Year 1	Year 2	Year 3
1. <b>Leaflet on different thematic areas:</b> Size- A4, Paper for text- 130 GSM Glossy Art Paper, Both side multi colour printing	148000 (average @1000 nos. for 148 blocks/year, for OPIUs and PCU)	148000 (average @1000 nos. for 148 blocks/year, for OPIUs and PCU)	74000 (average @500 nos. for 148 blocks/year, for OPIUs and PCU)
2. <b>Poster on different thematic areas:</b> Full Demy Size, Paper for Text- 130 GSM Glossy Art Paper, single side Multicolor Offset Printing.	29,600 (average @200 nos. for 148 blocks/year, for OPIUs and PCU)	29,600 (average @ 200 nos. for 148 blocks/year, for OPIUs and PCU)	29,600 (average @200 nos. for 148 blocks/year, for OPIUs and PCU)
3. <b>Flex Banner on different thematic areas:</b> Size- 1.8m x 1.2m Both side stitching, Thickness of flex: 13 Ounce, single side multicolor printing.	2960 (average @20 nos. for 148 blocks/year, for OPIUs and PCU)	2960 (average @20 nos. for 148 blocks/year, for OPIUs and PCU)	2960 (average @20 nos. for 148 blocks/year, for OPIUs and PCU)

- c) **Advertisement in Assam's local newspapers** (in English, Hindi, Assamese, Bengali, Bodo, language) including creative design and publication:

Advertisement in Newspaper	Year 1 (2 for PCU and 2 for each 10 OPIUs)	Year 2 (2 for PCU and 2 for each 10 OPIUs)	Year 3 (1 for PCU and 1 for each 10 OPIUs)
Newspaper Full Page Ad	66 (Biannually in three languages)	66 (Biannually in languages)	11 (Once a year in three languages)
Total	66	66	33

- d) **Electronic media:** Production of radio jingles, TV spots and short films (in Assamese, Bengali, Bodo, Karbi, language) to create awareness in various thematic areas about the project interventions and sector value chain:

Type	Length	Units to be developed	Tele/Broad Casting
Radio jingle	25 seconds	20 Nos.	900 times
TV spot	30 seconds	20 Nos.	1080 times

- e) **Mid-media campaign:** At least two campaigns in each block each year focussing on production cluster and agri-enterprise cluster. These activities can be citizen engagement activities, publicity through theatres, participatory activity, capacity building etc. This will be one of the major thrust area for generating awareness and hence substantial emphasis should be given to this
- f) **Production of Video documentation:** At least 9 promotional & success stories videos in (3 per year) video documentation (one per year) focusing on the project implementation activities and its impact.
- g) **Publication of Brochures and other documentation:** Need based printing and publication of brochures or any other documentation like flyers etc.

**(J) KEY AND NON-KEY PROFESSIONALS:**

22. Following are the key and non-key professionals. The CVs of the key professionals will be evaluated for deciding the merit of the proposal:

Sl.	Designation	Qualification & Experience	Role
1.	<b>Communication Specialist and Team Leader</b> (1 position) Key position-1	<ul style="list-style-type: none"> <li>Post Graduate / Masters degree in Journalism / Mass Communication / Social Sciences / Management / Public Administration or a closely related field from any recognized university/Govt. approved institutions.</li> <li>Ten (10) years of work experience in design and development of print, video, radio, internet, based IEC materials for development sector.</li> </ul>	<ul style="list-style-type: none"> <li>Responsible for the entire assignment as set out in the scope of the work and is the focal contact person.</li> <li>Responsible for leading the design and develop task of Communication Needs Assessment, IEC Strategy, Reporting formats, Stakeholder Capacity Building and related Implementation arrangements.</li> <li>Co-ordinate and facilitate for developing the IEC materials</li> <li>Co-ordinate with the team members for timely deliverables</li> <li>Plan the activity scheduling</li> <li>Coordinate with Nodal Officer of PCU</li> <li>Review of the documents submitted by key experts and finalisation of the same.</li> </ul>
2.	<b>Print and audio-visual production expert</b> (1 position) Key position-3	<ul style="list-style-type: none"> <li>Post Graduate/ Masters degree in Mass Communication / Journalism or a closely related field from any recognized University/ Govt. approved Institutions.</li> <li>At least 7 years of experience in audio / video recording, editing and production technologies.</li> </ul>	<ul style="list-style-type: none"> <li>Responsible for handling all the print and audio-visual productions of the IEC campaign for all the segments of mass media, mid media and interpersonal communications.</li> <li>Assist Team Leader in carrying out the assignment.</li> </ul>
3.	<b>Social expert/ Language expert</b> (1 position) Key position - 4	<ul style="list-style-type: none"> <li>Post Graduate/ Masters degree in Social Science/Sociology/Social Work or a closely related field from any recognized University/ Govt. approved Institutions.</li> </ul>	<ul style="list-style-type: none"> <li>Responsible for rapport establishment with the project stakeholders with special focus on local context.</li> <li>Facilitate compliance of the IEC activities with the Social Safeguard documents of the project.</li> <li>Facilitate production and dissemination of the</li> </ul>

Sl.	Designation	Qualification & Experience	Role
		<ul style="list-style-type: none"> <li>At least 10 years of experience in social sector, conducting assessments.</li> <li>Excellent writing and communication skills in Assamese.</li> </ul>	IEC activities in local languages.
4.	<b>Graphic designer</b> (1 position)  Non-key position-2	<ul style="list-style-type: none"> <li>Post Graduate/ Masters degree in Mass Communication or a closely related field from any recognized University/ Govt. approved Institutions.</li> <li>At least 7 years of experience in electronic media including 5 years in Graphic Animation for advertisements and similar work.</li> </ul>	<ul style="list-style-type: none"> <li>Responsible for developing the formats, designs and concepts of the IEC campaign for both print and electronic media.</li> <li>Should be capable of transforming the message and content in a form acceptable by the stakeholders</li> </ul>
5.	<b>Monitoring expert</b> (1 position) Non-key position - 3	<ul style="list-style-type: none"> <li>A Graduate in Statistics from any recognized University/ Govt. approved Institutions</li> <li>10 years of professional experience working in or with statistical agencies or equivalent institutions</li> <li>Excellent quantitative and analytical background with experience in designing, implementing and analyzing survey data</li> <li>Advanced skills in descriptive, inferential and advanced statistical applications</li> <li>Good written and oral communication skills.</li> <li>Have professional experience in large consumer research, preferably in rural areas, including design, collection and analysis of data.</li> </ul>	<ul style="list-style-type: none"> <li>Responsible for designing and developing the reporting formats.</li> <li>Analyzing the effectiveness of the IEC campaign in line with the results framework of the project. Lead the surveys and analytical works of the campaign.</li> <li>Responsible for investigation of the assignment related inputs including analysis of the same.</li> </ul>
6.	<b>Finance and systems manager</b> (1 position) Non-key expert - 4	<ul style="list-style-type: none"> <li>A Graduate in finance from any recognized University/ Govt. approved Institutions.</li> <li>At least 7 years of experience in the field of finance management.</li> </ul>	<ul style="list-style-type: none"> <li>Responsible for fiduciary operations involving the financial management of the IEC campaign, conducting audits and maintenance of proper financial reports and documentations.</li> </ul>

**Note: This is a draft indicative ToR and the same will be finalized at the RFP stage and further updated at the Contract signing stage following the procurement norms of the World Bank.**

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